

recruitment pack

Interim Director of Customer Experience



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welcome to **believe housing**

We have achieved so much in the last 12 months and are very proud of the determination, passion and drive our colleagues have shown to support our customers and the communities we serve.

We launched our new Corporate Plan in April this year with ambitious aims, but we have the right people at believe housing to deliver it and so much more.

Our current Senior Leadership Team is effective and driven; however, to deliver our plans, we need to evolve and ensure we have the right skills and expertise across a wide range of disciplines.

The role of Interim Director of Customer Experience will help to shape our thinking, nurture our culture, and ensure our customers' journey is at the heart of our decision-making.

We are looking for an innovative, strategic, and results-driven individual for up to 18 months to lead the development, implementation, and continuous improvement of our customer experience strategy. In this senior leadership role, you will ensure our services and touchpoints deliver exceptional satisfaction to customers.

This is an exciting opportunity to play a critical role in enhancing our organisation's reputation for providing healthy and affordable homes and enhancing our communities.

This role offers the right candidate the opportunity to join believe housing at an exciting stage of our journey. I hope I have given you an insight into the organisation you will be joining and that you are inspired by our vision and aspirations.

A handwritten signature in black ink, appearing to read 'Nik Welsh', is positioned above the name and title.

Nik Welsh
Executive Director of Communities and Customer Services
believe housing

welcome to **believe housing**

believe housing is one of the North East's largest social housing providers, with a diverse portfolio of business activity.

With a turnover of more than **£80m**, around **650 employees** contribute to the management of more than **18,000** homes.

We have **22,000 customers** who live in rural and coastal towns and cities across County Durham, and its peripheral areas.

In the last five years we have invested **£98.4m improving homes**; £1.4m in communities; £13m in home energy improvements; recovered £6.5m of unclaimed benefits; and **built more than 1,000 new homes**.

There is a strong commitment to placemaking and **believe housing plays an active role across its neighbourhoods** with support and services that assist people to manage money, find work, start up businesses and to stay healthy and well.



our core purpose and values

we believe in life without barriers

This year, we have introduced a core purpose statement to clearly set out why we exist as an organisation: **We improve our customers’ lives by providing healthy and affordable homes and enhancing our communities.**

At believe housing our core values are simple.

- We all agree to, do the right thing:
- for our customers
 - for our colleagues
 - for our business.

You can read our [Corporate Plan here.](#)

Our culture is extremely important to us. In recognition of this, we’ve recently worked with colleagues from across the business to create a new set of behaviours that will help us build on our already great culture.

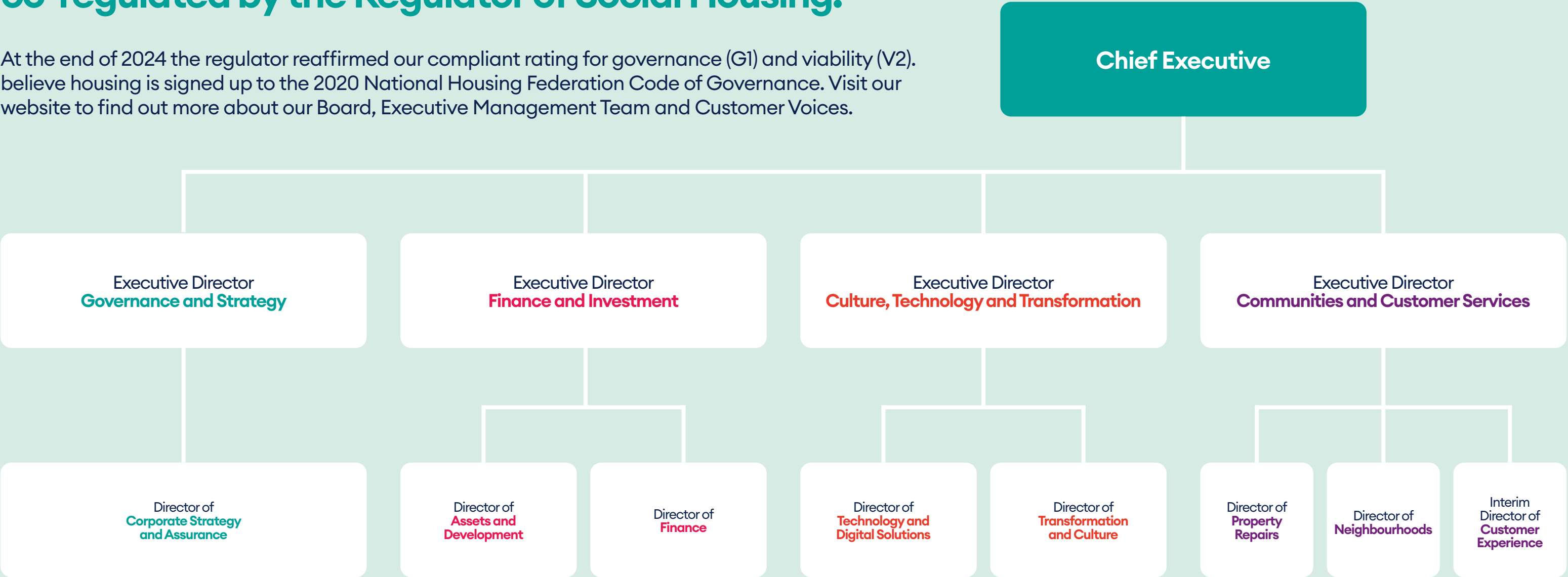


By exemplifying these behaviours, we will achieve our objectives and ensure we deliver for our customers, support our colleagues and create a strong and stable business.

regulation, governance and leadership

believe housing is registered with and co-regulated by the Regulator of Social Housing.

At the end of 2024 the regulator reaffirmed our compliant rating for governance (G1) and viability (V2). believe housing is signed up to the 2020 National Housing Federation Code of Governance. Visit our website to find out more about our Board, Executive Management Team and Customer Voices.



some of our **key stats**

We have supported **148 people** to access secure employment in the last year.

We awarded more than **£268,397.92** through our community investment programme.

Our community funding programme supported **139 projects**.

We have developed more than **1,000 new homes**.

We have secured placements for **eight customers** through our New Start programme.

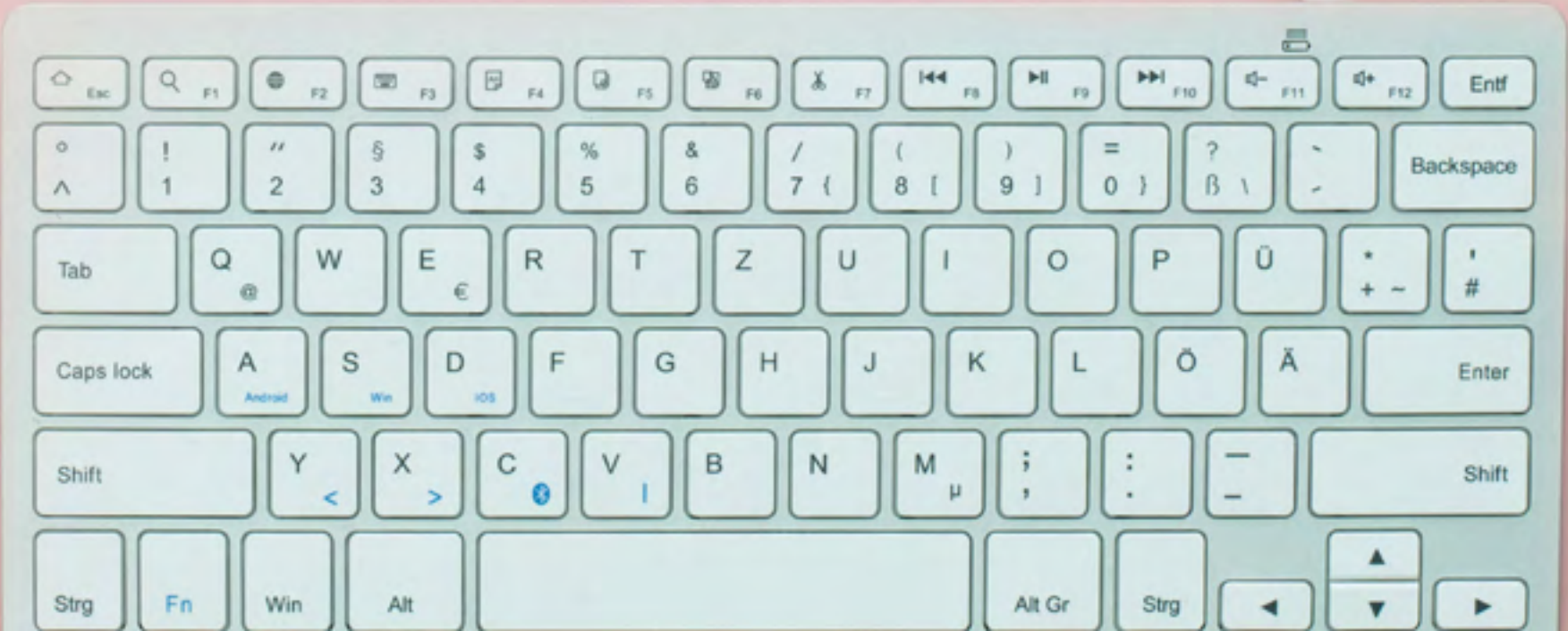
Customer satisfaction with our services is **81%**.

Our teams worked with **3,258 customers** in the last year.

Our culture audit score is **84** (out of 100).

We have also attained a **3 Star, world class to work for** accreditation from our Best Companies 2024 submission.

Our dedicated teams have helped customers maximise their income, in total making them more than **£1.6m** better off.



role profile

Interim Director of Customer Experience

Reports to:

Executive Director of Communities and Customer Services

Responsible for:

- Customer Hub
- Customer Experience

Role purpose and scope

As a member of the Senior Leadership Team, reporting to the Executive Director of Communities and Customer Services, work collaboratively to ensure the delivery of the organisation’s vision, values and strategic objectives.

- Act as the organisational lead for the full breadth of Customer Experience, responsible for: Customer Hub and Customer Experience.
- Maintain an external focus and build appropriate partnerships. Represent the organisation, acting as an ambassador to enhance its reputation.

Key responsibilities

Customer experience strategy and vision:

- Define and lead the customer experience strategy to enhance customer satisfaction, embedding a culture of ownership, improvement, and excellence.
- Develop and implement the customer experience journey in line with the Corporate Plan and customer experience strategy.
- Ensure a seamless customer experience across all stages and touchpoints in the customer’s journey.
- Align customer experience initiatives with our organisational objectives, ensuring consistency and cohesiveness across all customer touchpoints.
- Identify opportunities for process improvements and innovation to deliver an outstanding end-to-end customer experience.
- Ensure the successful delivery of new IT projects and systems, providing a strategic customer focus to discussions.

Leadership and team management

- Lead and inspire a high-performing customer experience service to develop and deliver services that sustain tenancies and reduce tenancy turnover.
- Promoting a culture of continuous improvement, collaboration, and accountability.
- Set clear performance expectations, provide mentorship, and drive professional development for team members.
- Advocate for customer-centricity in other departments, ensuring alignment with the overall customer experience strategy and minimising silos of systems, data and performance.
- To promote and support agile and digital working practices across the organisation to support business growth, value for money and encourage innovation in all aspects of customer services.

Customer insights and analytics:

- Utilise customer feedback, behaviours, surveys, and other data sources to gain insights into customer needs and expectations.
- Establish KPIs and metrics to measure customer satisfaction, behaviours, and the effectiveness of experience initiatives.
- Conduct regular reviews of customer feedback and collaborate with organisational leadership to translate insights into actionable plans.

Continuous improvement and transformation:

- Promote a culture of continuous improvement and drive operational change to enhance the customer experience.
- Implement and maintain best practices in customer communication, self-service options, and proactive problem resolution.
- Identify and mitigate customer pain points, ensuring that customer issues are resolved in a timely and efficient manner.
- Ensure the Customer Experience Team works collaboratively with other business functions to deliver seamless service across all customer touchpoints.
- Stay informed about industry trends and best practices, and implement strategies for ongoing improvement.

Customer engagement and advocacy:

- Champion a customer-centric mindset and advocate for the voice of the customer, ensuring customers feel heard, valued, and supported throughout their journey.
- Develop strategies to build long-term relationships with customers and foster a customer-centric culture across the organisation.
- Oversee customer communication strategies, ensuring all interactions are positive, efficient, and aligned with our values.

Cross-functional collaboration:

- Build strong relationships with internal teams, external stakeholders, and the Board to influence and deliver strategic outcomes.
- Establish and roll out the organisation’s customer experience roadmap, ensuring integration of necessary technologies and analytics.
- Collaborate with cross-functional teams to ensure customer experience objectives are integrated into organisational-wide initiatives.

No leadership role profile can be entirely comprehensive. The postholder will be required to undertake additional duties from time to time, in line with the above responsibilities, as required by the Board.



person specification

Interim Director of Customer Experience

Qualifications:

- Degree level qualification in business, marketing, or a related field or demonstrable experience.

Experience:

- Significant experience with at least three years in a leadership role in customer experience, customer success, or a related field.
- Proven track record of designing and implementing customer experience strategies that drive measurable business results.
- Extensive experience in customer relationship management, customer journey mapping, and data-driven decision-making.
- Experience in a fast-paced, high-growth environment.
- Experience of working with voice of customer (VOC) programs and customer journey mapping techniques.
- Experience of effectively setting and managing budgets and resources.
- Experience of working with and developing new arrangements with partners.
- Experience in managing risk and implementing innovative service solutions.

Skills and abilities:

- Strong leadership, communication, and interpersonal skills, with the ability to engage and influence stakeholders at all levels.
- Ability to analyse complex customer data and turn insights into actionable strategies.
- Ability to lead transformational projects, managing change through inclusive, flexible approaches.
- Expertise in CX tools, CRM platforms, and customer service technologies.
- Deep understanding of customer behaviour, expectations, and emerging trends in customer experience.
- Excellent communication and interpersonal skills to build relationships and collaborate effectively.
- Ability to identify and resolve customer issues and complaints.

salary and benefits

Salary **£107,887**

31-33 days holiday
(plus bank holidays)

Family friendly policies

Four paid volunteering days

key dates and selection process

Deadline for applications
11.59pm on Wednesday, 11 June

Interviews
Friday, 4 July



media advert

believe housing

Interim Director of Customer Experience

Salary £107,887

Based in North East England (hybrid)

Our vision guides all we do - and all we do is geared to delivering great services.

As a Best Companies 3 Star 'world class to work for' company, we are committed to investing in talent. And, as part of that investment, believe housing is recruiting for a new Interim Director of Customer Experience to strengthen our Senior Leadership Team.

Reporting to the Executive Director of Communities and Customer Services, this position will work hand in glove with leadership colleagues to shape and transform our offer to customers. With a newly-formed customer strategy we are keen to remodel services, ensuring the customer is embedded in decisions made throughout the organisation.

We are looking for an inspirational leader who is comfortable leading transformational change, while understanding the journey for our colleagues and customers. This is an exciting time to join believe housing and this role is pivotal to delivering our ambitious vision for our customer offer.

For more information and any queries about the role please email resourcing@believehousing.co.uk

Closing date for applications is 11.59pm on Wednesday, 11 June.





Call: **0300 1311 999**

Email: **resourcing@believehousing.co.uk**

Visit: **www.believehousing.co.uk**

Coast House, Spectrum 4,
Spectrum Business Park, Seaham, SR7 7TT



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